

43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

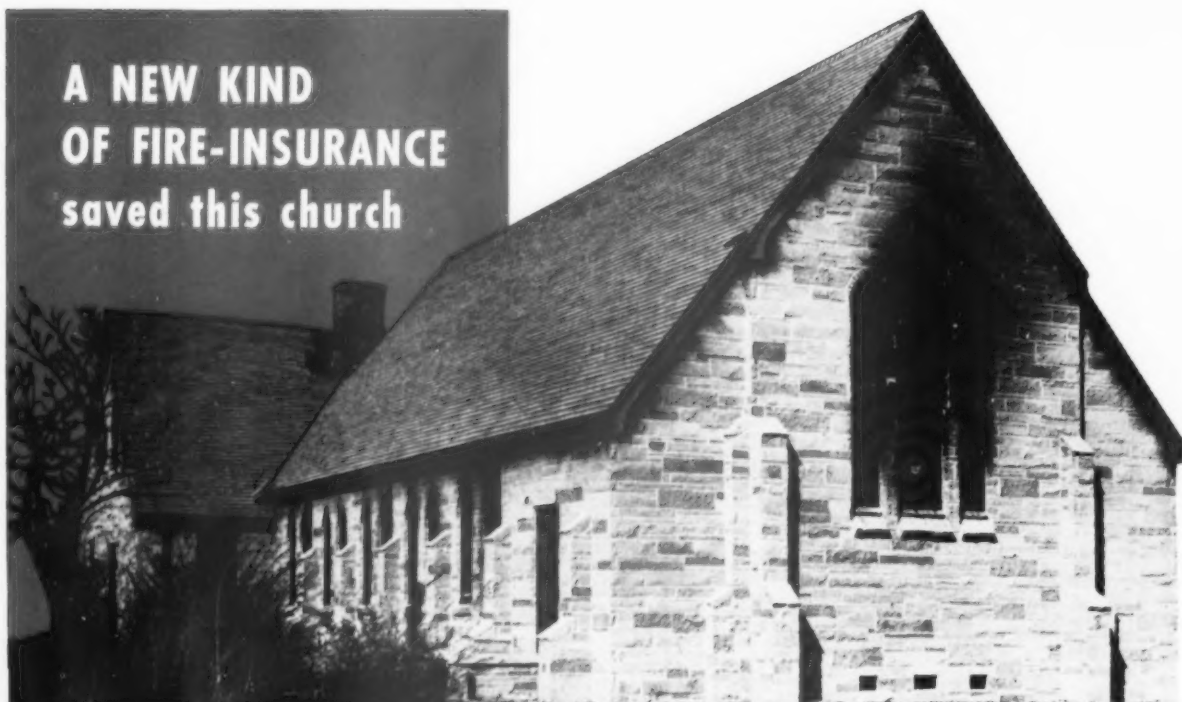


Photo-of-the-Month See Page 9

February, 1953

**NRCA Convention Photos!
A Contractor's Busy Day**

**A NEW KIND
OF FIRE-INSURANCE
saved this church**



Rose Hill, N. C. Officials

Praise Carey Fire-Chex Shingles!

Excerpts from sworn statements by
Chairman of Mt. Zion Building Com-
mittee and Rose Hill, N. C. Fire Chief—

"Owing to the fire-resistant quality of the (Carey) shingles, the fire was held in check for three hours. I have no hesitancy in saying quite frankly that all of us attribute the saving of our buildings . . . to your very fine shingle."

W. D. Lewis

Chm., Bldg. Comm.
Mt. Zion Presb. Church

"It is a pleasure for me to recommend your shingle, from the standpoint of fire-resistance, without any reservation. The evidence in this particular fire speaks for itself."

H. B. Sumell

Rose Hill Volunteer F.D.

CAREY FIRE-CHEX SHINGLES

With interior gutted by fire, this church at Rose Hill, N. C. still stands — a tribute to the amazing fire-resistance of Carey Fire-Chex Shingles!

Despite intense heat and flames which gutted the interior of the Mt. Zion Presbyterian Church at Rose Hill, N. C., the Carey Fire-Chex roof remained virtually intact! Even when a section of the roof collapsed after supporting members burned through, Carey Fire-Chex shingles prevented spread of fire to adjacent roof areas and certain destruction of the entire building!

Carey Fire-Chex, made of a new, patented asbestos-plastic, are the first and only shingles ever to win Underwriters' Laboratories, Inc. highest fire-protective rating—CLASS A*. And, in addition to unequalled fire safety, Fire-Chex also offer longer life, greater beauty. Made extra-thick (weight 325# per sq.) for extra wind and weather protection, Fire-Chex feature new shadow-blend beauty—create roof designs copyrighted as works of art.

If you are looking for new sales and profit action, order a stock of Carey Fire-Chex shingles today. No other shingle can compare for fire-safety, original beauty and enduring weather protection. Ask your Carey representative for all the facts.

*Without asbestos underlaymen

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Carey

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*T.M. Reg. U.S. Pat. Off.

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February, 1953 _____

Name

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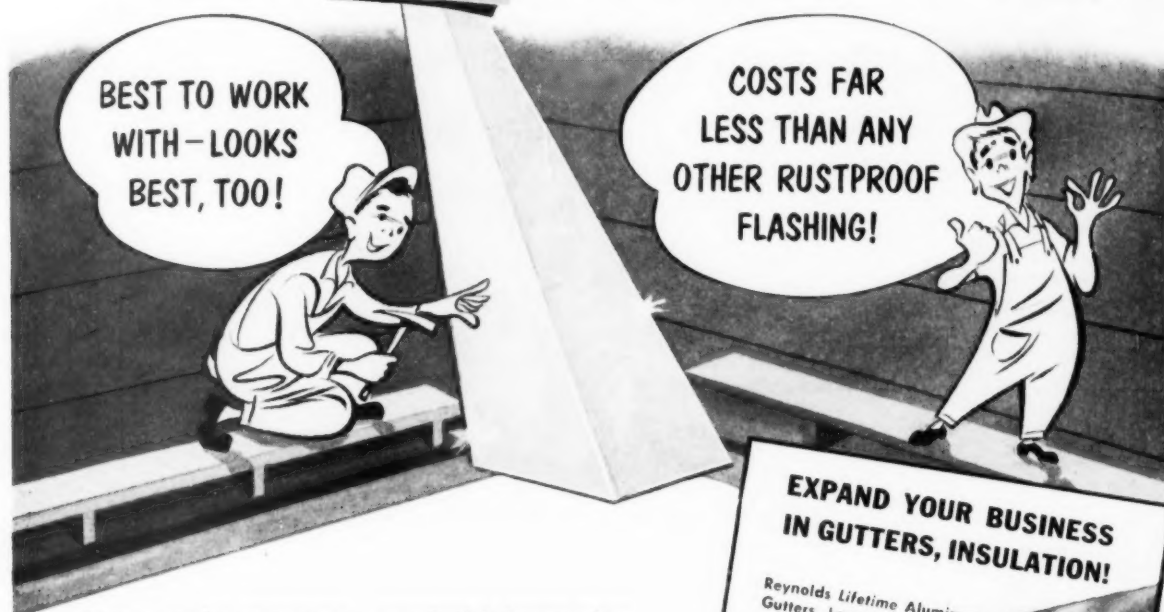
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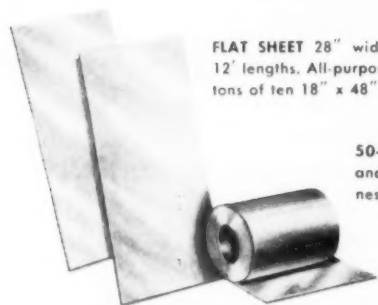
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50-FOOT ROLLS — 14", 20" and 28" widths, .019" thickness. (26 U. S. Std. gauge.)

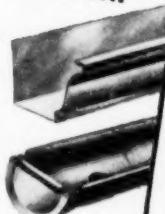
ALWAYS USE REYNOLDS *Lifetime* ALUMINUM NAILS—

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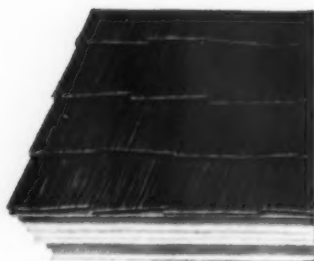
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 ... wear like stone —
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The finished roof has the pleasing horizontal shadow line and deep-grained texture desired by so many homeowners.



YOU LIFT your houses out of the ordinary when you give them a roof of Johns-Manville American Colonial shingles. These handsome, colorful shingles have the rugged, sturdy and fireproof qualities of asbestos and cement. In addition, they have new styling and striking new beauty.

In most areas, the applied cost of an American Colonial shingle roof is lower than any other *permanent type* of roof you can use. The shingles are readily available nationally, easy to handle, and any carpenter can apply them. Your choice of several attractive colors. For full information write Johns-Manville, Box 60, New York 16, N. Y.



Johns-Manville

Nailing It Down

WINTER has come and the snowbirds have fled to the Southland. In sunny Florida, mild Georgia, or lovely California they make their winter stand. And that's the time for contractors in the warmer climes to make their stand!

For the snowbirds include those itinerant salesmen, applicators and contractors who are going to make the winter pay for itself at Title I expense, by doing a few jobs here and there, or temporarily hiring themselves out as "new" salesmen to established firms in those regions.

From "The Roofing and Sheet Metal News" of "RASM-CAOGA," the Georgia roofing contractors association, comes the following warning to fellow members in the Georgia area, which other Southern contractors might do well to heed:

"We are indebted to Alec Streyer, Assistant Cashier, Citizens and Southern National Bank, Augusta, for a copy of special bulletin dated 11/17/52 to Title I Lending Institution, in which is stated in part, "This is to call your attention to the activities of itinerant dealers and salesmen. This is the time of the year when certain dealers and salesmen in the North look with envy on our milder climate and come into this area with the idea of spending the winter at Title I expense. It is, therefore, requested that you keep alert to this group of itinerant or roving operators, including new salesmen for your local established dealers . . ."

"It behooves all members to carefully screen new salesmen, and applicators as well, use the credit bureaus, check their former employment, sometimes just a little precaution will save a whale of a lot of trouble and heartache."

From the editorial page of The Carolinas Roofer comes the following "Laments of a Busy Roofer on the Problem of Unhurried Salesmen." The Carolinas Roofer is the official monthly organ of the Carolinas Roofing & Sheet Metal Contractor Ass'n (Noted in "Ships.")

(Continued on Page 21)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 43

FEBRUARY, 1953

No. 2

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★ ★

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MEMBER CONTROLLED CIRCULATION AUDIT, INC.

AMERICAN ROOFER and Siding Contractor is published by Hoffman Publications, Inc.
Sylvan Hoffman, President; L. S. Harris, V. P.; S. R. Kermish, V. P. EXECUTIVE AND
EDITORIAL OFFICES: 425 Fourth Avenue, New York City 16, N. Y. Telephone: MUrray Hill
3-6280-1,2.

MID-WEST OFFICE: 549 W. Randolph St., Chicago 6, Ill. Telephone, Central 6-5164.

NORTHERN CALIFORNIA: Geo. F. Haines, 681 Market St., San Francisco 5, Cal. Telephone DOugles 2-4475.

SOUTHERN CALIFORNIA: Jack O. Hodges, 479 S. Holt Ave., Los Angeles 48, Cal. Telephone Bradshaw 2-3935.

NORTHWEST: Lloyd Thorpe, 209 Seneca St., Seattle 1, Wash.

Issued monthly. Yearly subscriptions, \$3.00 in the United States and Canada, \$4.00 in all other countries. Single copies, 35 cents. Second class entry.

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...with embossed striated
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gives your customers
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★ This is WEATHERED WHITE
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the extra years of service cost no more!



FOR MODERN
NEW CONSTRUCTION

AMERICAN ROOFER & SIDING CONTRACTOR

FEBRUARY

1953

Manufacturers predict a good siding year in 1953

BY MEMBERS OF THE
INSULATING SIDING ASSN.
Special To American Roofer
& Siding Contractor

By WILLIAM WALDMAN
Pres., The Brixite Mfg. Co.
S. Kearny, N. J.

1953 has been billed as the year when defense spending will level off. As the year when America's great production capacity will turn out finished materials at the fastest rate in history. As the year when the volume of the boom may start to die down.

Despite these overtones of pessimism, prospects for at least the first six months of 1953 look good for the construction industry. The demand for housing that built up under Regulation X will be felt during the spring and summer building season. More liberal credit terms will enable home

ON OUR COVER

The unusual composite photo on this month's cover shows a type of bird-proofing installation as it looks from the outside of a building (top) and from the inside looking out (bottom). The material is a combination of rust-proof stainless steel prongs with needle sharp points staggered and curved in varying angles, and welded to a stainless steel base bar.

The material, called Nixalite, prevents birds from roosting or landing on buildings and other structures. It acts as an effective barrier against rodents, poultry, small animals and human beings where such protection is necessary. Nixalite Company of America is the manufacturer.

modernization to continue at a high rate, or even go higher.

After the first six months of the year, some hard selling may be required for roofing and siding dealers and contractors who want to keep the wheel of profit spinning in their favor. But the building will still be there for those who know how to coax dollars out of hiding.

This optimistic note is based on plain facts. For example, look at the market advantage enjoyed by insulating siding. If new construction continues at the million-starts-a-year rate, insulating siding is in the best position in history to serve the new construction market. It recently received F.H.A. acceptance for installation of the overlap shingle pattern over fiber board and exterior gypsum board

(Continued on Page 22)



N R C A S H O W V I E W S

Top row, left to right: Annual Banquet Wednesday night, newly elected president Walter Simon welcomes members, wives, and friends; Center, Bird and Son: J. D. Johnston, T. H. Johnson, W. W. Wilson, (Chicago), Rogers Weed, (Asst. V. P.), T. M. McLaughlin, E. L. Lincoln, M. H. Hubbard; Right: David Baker looks at piece of Armstrong Cork material held by salesman Richard Wiley.

Center row, left to right: At the Old Quaker Paint Corp. booth, l. to r. John Whitaker, Binks Mfg. Co., Phila., John E. Goff, V. P., Old Quaker Paint Corp. of Los Angeles, Cal., Simon R. Perlmutter, V. P., Old Quaker Paint Corp., Virgil Arnold, contractor, Danville, Ill., and Carl Osterstrom of Binks Mfg. Corp., Mgr. Pump Div., Chi., Ill.; Center: Emco Cement Prods. booth, l. to r.: C. R. Holcomb, Jr., salesman, George Kahn, Phila. dealer, Joe Weinstein, Weinstein Supply Co., Phila., Marvin A. Mesnick, Emco Cement Prods.; Right: A. N. Desmarais demonstrates spray coating of asbestos shingle at RE-NU-IT booth.

Bottom, l. to r.: Pretty Nancy Morgan models Corben combination storm screen window; Center: "Bud" Johnson, r., of David Levow demonstrates product to Larry Gurtman, Passaic Metal Prods. Co., Passaic, N. J.; Right: Ruberoid Co. had an unusually brilliantly lit booth.



Over 500 roofers
attended the highly
successful Philadelphia
Show, Jan. 26th to 28th

Walter Simon elected
President for 1953

Complete story
next month

Top left: At the Celotex booth, l. to r.: Howard Harrington, Moline, Ill., Joe Mattingly, Indianapolis, Ind., F. W. Lagerquist, Celotex Corp., Chicago, Henry S. Wieber, Celotex, Phila., Bernard W. Beck, Milbrand Rfg. Co., Detroit, Mich.; Center: Fabricated Prods., Co., l. Paul J. Jellison, Sales Mgr., West Newton, Pa. Hdqrs., demonstrates product to W. O. Scholl of Johns-Manville, Phila., Dist. Mgr., Bldg. Products Div.; Right: Addex Corp. had an unusual cut-out photo figure table display.

Center, left: Geo. J. Homan, Sales, Engr., Maizewood, center, demonstrates to Frank Miller, Chase Bag Co., Goshen, Ind., R., as John Hauptli, V. P. Sales, Maizewood, l. smilingly looks on; Center: 1952 NRCA Pres. B. D. Schramm introduces 1953 NRCA Pres. Walter Simon just after election; Right: L. B. Hartnett, Sales Mgr., Certain-Teed, Cleveland, O., listens to Mike Schultz, Schultz Rfg. Co., St. Joseph, Mich.

Bottom, left: At U. S. Gypsum booth, salesman L. D. Arata, Potts-Farrington Co., Phila., l., explains to E. T. Hoffner, Sales Mgr. Roofing Prods., U. S. G., seated, as A. C. Littel, R., U. S. G., Phila., looks on; Center: V. V. Vercorl, Jr., Phila. Sales proudly looks at the brightly lighted Philip Carey booth; Right, l. to r.: Edwin Smith, Jr., Emco Cement Prods., examines roofing mop demonstrated by H. Ernest Thompson, Amer. Assn. salesman as V. E. Barker, salesman, looks on.

NEW ROADS IN BUILT-UP ROOFING: III

Vapor barriers

(Concluded)

By TYLER ROGERS
Technical Director
Owens-Corning Fiberglas Corp.

One of the highlights of the 1952 Built-up Roofing Forum conducted by NERSICA at its convention in New York was the extensive coverage of such problems as "vapor barriers" and "blisters" by leading experts associated with roofing materials companies. Through the courtesy of NERSICA, we are at long last enabled to present a finally edited and beautifully illustrated version of several of the most illuminating talks which were given at the forum, along with some of the impromptu questions and answers made after the various talks were concluded. This is the last of three parts on Vapor Barriers.

Some Experimental Results

I am going to show you the beginning of some experiments that have proved up an idea that was developed last year, and I mentioned it as an idea only a year ago at this meeting.

Professor Lund built a metal box, shown in Figure 5, ten feet six inches long and two feet wide, in which he packed insulation just as tightly as he could. He sealed the edges so that any air that moved through that box would have to go through the insulation itself, flatwise. The box is tipped up in this picture so that you see the underside of it, from which he has little tubes leading to what we call a manometer, which is a pressure gauge. He has a pipe at the left end with a valve where he can put in an air supply. He has another set of pipes down at the right end that go through a flow meter to show how fast and how much air is flowing through.

The actual apparatus is shown in Figure 6. The top face simulated a roof, topped with the gravel and felts. The drumlike affair is a flow meter. The tubes in the center are the manometers, each pair of which constitutes a pressure measuring device.

Each pair of tubes contain a colored liquid which register at different levels corresponding to the differences in air pressure.

The apparatus reveals the difference in the pressure of the air that moves through the insulation and out through the flow meter. We used compressed air instead of heat to create the same kind of pressure simply to save time.

Using the mock-up shown in Figure 7, I am going to perform a simulated repetition of Professor Lund's test. I have got a piece of glass in the top of

(Continued on Page 30)

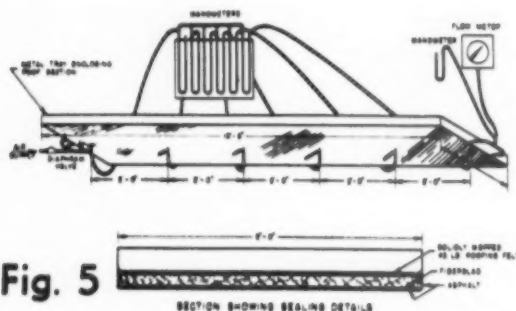


Fig. 5

APPARATUS FOR DETERMINING THE PRESSURE DROP THROUGH DIFFERENT THICKNESSES OF FIBERGLAS ROOF INSULATION BOARD

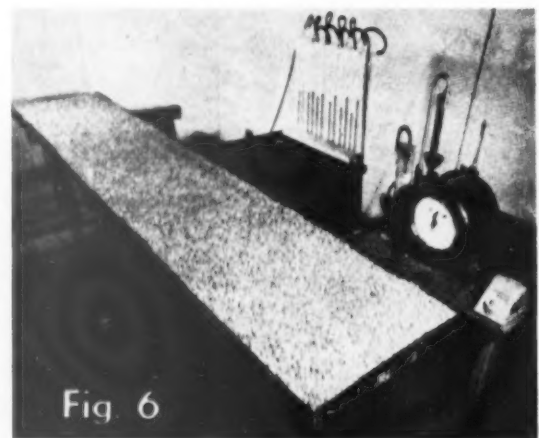


Fig. 6

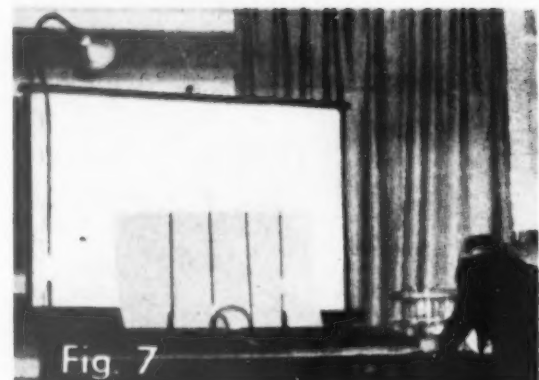


Fig. 7

Contractors who let customers be helpers may wind up with damage suits

This article continues the new series being presented in *American Roofing and Siding Contractor* on important legal decisions affecting the industry. Readers who have legal questions, or have heard of court decisions should forward them to Mr. George for answer in this department.

CUSTOMERS who want to help are always a problem. They are usually "regular guys" who need to save a dollar but they rarely have any experience, may be more of a nuisance than a help on the job, and most dangerous of all, create all kinds of problems in legal liability.

If the contractor decides to put an owner on the crew for a job, he should keep him off ladders and scaffolds as such hired help will usually not be covered by workman's compensation insurance. If he gets hurt, he can, and probably will, sue the contractor.

Roofer Had to Pay!

A Buffalo, N. Y., roofing contractor agreed to let an owner help him reroof the old house the owner had just bought under the G. I. bill. The owner was hard up and husky and looked o.k. to the contractor. The agreement was that he would work as a helper, and the contractor figured his price minus the pay of one helper. The second day on the job the amateur helper slipped and fell carrying a load from the ladder to roof. He broke a leg and was laid up for more than two months. The roofer had to pay the bills, which included the man's pay for the time he was laid off, a total of about \$3,000; he lost money on the job, too.

By FRANCIS GEORGE
Attorney-At-Law
Special to AMERICAN ROOFER
& SIDING CONTRACTOR

If one of these amateur helpers causes trouble, drops a square of shingles, tears a roll of insulation, saws a nail or splashes someone with hot lead, you can't sue him and may even have trouble firing him. One Massachusetts contractor tried; the owner ruined about \$100 worth of material "helping" on the job. The contractor had already figured the job close and added the \$100 to his bill. The customer refused to pay and the judge agreed with him. He said that "... a contractor takes the risk of bungling workmen and if he allows inexperienced help, he must expect accidents. The fact that the help was unpaid and was the customer does not change the principle. Presumably the contractor expected to benefit from the arrangement or he would not have made it."

This Roofer Won!

However, a Missouri contractor did win a lawsuit against an owner-helper. This owner claimed to have had six years roofing experience and seemed to know what he was doing. However, he moved a scaffold support causing a man to fall, and when the man sued him, the judge made the owner pay. The judge said "... that everyone has a duty to be careful and when this contractor relied upon the owner's statement that he was a skilled workman, he could expect him to conduct himself as one. If the owner failed to so conduct himself, he must ex-

pect to be held responsible for his actions."

Usually a foreman can tell in a few minutes whether a helper can be trusted and if not get rid of him; the really dangerous kind of help is the owner who hangs around not being paid but giving a hand when he thinks he can speed up the job, holding a ladder, handing up nails, that kind of thing. Such a helper is a walking lawsuit; if he scratches his finger, he can sue you; if he walks off and leaves you halfway up a forty-foot, eighty-seven degree ladder footed on ice, you can't do a thing to him. Avoid this kind of help. Either refuse his help or put him to work regularly on the job and get him to sign a release. It can be simple, such as:

"I agree not to hold the contractor nor any of his employees responsible if I am injured or killed while working on the job at and I further agree to be fully responsible for any accident caused by me on the job and to work only so long as my work is satisfactory to the foreman on the job."

Then treat him as an apprentice. The agreement will keep you out of legal trouble; your foreman can keep you out of practical trouble.

Schedule of Forthcoming National and Regional Association Conventions

In addition to the National Roofing Conventions of January and February reported so fully in this issue, other conventions are in the offing. The Sheet Metal Contractors National Association will meet on May 4-5-6, 1953 at the Jung Hotel in New Orleans, Louisiana, and there are several local and regional conventions planned for the coming months. Among them are the New England Approved Roofers Association which meets in the Hotel Somerset, Boston, on March 24-25; the Roofing and Sheet Metal Contractors Association of Georgia, which holds its annual summer convention at the General Oglethorpe Hotel, Wilmington Island, Savannah, Georgia, June 11-12-13. The Carolinas Roofing and Sheet Metal Contractors Association has a convention slated for June 18-20 at Ocean Forest Hotel, Myrtle Beach, South Carolina.

HE OPENS LEADS, SENDS OUT JOBS, SERVICES CUSTOMERS, SELLS IN THE SHOWROOM, SUPERVISES GUTTER MAKING, AND INSPECTS A ROOFING JOB

ALL IN

A roofing contractor's



8 A.M.

The boss is in and he's the first man on the job.

ALTHOUGH the dictionary defines a contractor as one who among other things "agrees to supply labor or materials, or both on a large scale," this term covers a lot of details which Mister Webster forget to enumerate or what is most likely, were unknown in his day.

For example, let's take the daily routine of a typical applicator, A. H. Wertz, Jr., head of Penn Roofing Co., 253 Main Street, East Orange, N. J. From the time he opens his place of business at about 8 o'clock in the morning until he locks up 10 hours later, Mr. Wertz is continually engaged in what appears to be routine duties, but which entail a good deal of administrative and technical skill.

He must plan out a work schedule for a force of 10 mechanics, 2 paint-

By **ALBERT S. KESHEN**
Special to American Roofer
& Siding Contractor

ers and office girl, go out constantly on estimating, receive salesmen who sell him supplies, and once in a while pinch-hit in the back shop when the men engaged on sheet metal work are out on the job and an emergency comes up.



8:15 A.M.

Top: 9:00

Bottom: 10:00

8:15 A.M.—The mail man cometh; maybe there's a check or two in this collection. **9:00 A.M.**—A quick look over the work schedule. **10:00 A.M.**—After several calls, he's lucky to find his party in. He'll be over to see Mrs. Jones promptly at 2:00 P.M.

The accompanying series of pictures depicts a typical day for Roofer Wertz. He admits, however, that sometimes even this schedule gets a little more strenuous especially during the busy season.

"And besides all of this, I've got something else to worry about," confides Mr. Wertz. "The new Garden State Parkway is scheduled to come right through my property which



11:00 A.M.

"Here's a rush order, Bill," he tells his driver. "Take this stuff out to Maplewood right away so the boys will have it ready when they call on the job tomorrow morning."

means that I will soon be a D.P. (Displaced Person) and have to find some new quarters for my office, shop and parking lot in a hurry."

Much Residential Work

Most of Penn Roofing's volume is in residential jobs. The company also does some commercial work and built-in roofing with hot tar. Considerable business is obtained also in repair work, particularly flat roofs, hanging leaders and gutters, and with galvanized sheet metal.

Mr. Wertz comes from a family of roofers as his entire family was in the business at one time including his father, grandfather, brothers and uncle; but now he is the only one to carry on. A son, attending Upsala College in East Orange, may succeed him.

The business was established 27 years ago and takes its name from the state which has supplied so much of the material used in the industry such as slats, asphalt, felt, etc.

busy day!

1:00 P.M.

1:00 P.M. Right—Back in the Office after a hasty lunch, Mr. Wertz shows a prospect some sample shingles.



3:00 P.M.

3:00 P.M.—Wondering what's going on in the back after returning from his visit to Mrs. Jones, he supervises his sheet metal men making up gutters.



4:00 P.M.

4:00 P.M.—With his applicators' working day coming to a close, Wertz drives out to West Orange to inspect a curb installation for copper skylights.

Half of All Scaffold Accidents Are Fatal: How To Avoid Them

When you get onto a scaffold, whether it's on the ground and you are to help raise it, or whether you get onto it from a window above, you are taking your life into your own hands. There are more ways to get hurt or have an accident on a scaffold than on any other piece of building equipment, and when there is a scaffold accident there is more than a 50-50 chance of it being a fatal one.

While swinging or suspended scaffolds are the most dangerous, built-up wood pole scaffolds can contain many defects in construction that will cause them to give way when used by too many workmen or stored with materials.

Leading a built-up wood scaffold is often dangerous. It may not be securely nailed together, nor sufficiently braced,

or of proper sized members to withstand a heavy load. If it is weakly built, it may collapse in a high wind.

11 Basic Rules

The following basic rules apply to all types of scaffolds:

1. See that they are properly inspected before you use them.
2. If the scaffold is to be used at a height more than 12 feet above the ground, see that it has a guard rail and toe board on the outer side.
3. Keep your scaffold free from all rubbish and waste material.
4. See that floor planks do not project more than six inches beyond the cross beams to prevent them tipping when you step on them.
5. Never leave your tools or any material on your scaffold at night.

6. In winter time, be sure and see that there is no snow or ice on the scaffold before you use it.

7. Notify your foreman of any weakness you may discover in a scaffold before you use it.

8. Never work on a scaffold formed of loose plank supported on barrels, boxes, brick or loose tile blocks.

9. When you are working on a scaffold with other men working above you, be sure that your scaffold has an overhead protection.

10. Never work on a scaffold during a high wind or storm.

11. Never jump from a scaffold to the ground.

The following basic rules apply to swinging and suspended scaffolds:

1. See that all parts of these scaffolds are inspected daily.

2. Never use this type of scaffold for the storage of material.

3. Not more than two men should work on a swinging scaffold at one time.

4. Be sure and test a swinging scaffold before you use it by raising it about

(Continued on Page 27)

Manufacturers offer 18 kinds of FREE advertising aids to roofing contractors

THE companies that supply you with roofing, siding and insulation material will also supply you with no less than 18 different *kinds* of advertising and selling aids, most of them free. They differ somewhat in the range of these services that they offer, but at the very least you can obtain the following: beautifully-printed, colorful, informative booklets for direct mail advertising or giving away; samples and demonstration kits; window display material; doorknob hangers; business reply cards; and signs. The more elaborate services offered by some companies include: prepared radio "spot" announcements; prepared newspaper ads (mats); business stationery and salesmen's calling cards; long, informative brochures; tips on telephone selling; prepared publicity releases; special inspection report forms; special prospect forms; direct mail letters; shortcuts for estimating roofing and siding costs; customer "profit-sharing" plans, certificates, gadgets and gimmicks—and suggestions for their use.

But the fact remains that *you* have to plan, schedule and follow up in a systematic way, if you want to increase sales. One or two ads run haphazardly in the paper won't do it. One mailing to a carelessly-assembled list won't double sales. Most of the techniques of advertising and selling that have proven effective are *cumulative*; that is, returns grow with repetition, up to a point. Small, frequent advertising works better than a big splash once a year; day-in, day-out attention to detail and planning gets more results on the books than one inspired presentation.

Obviously, the first step in planning to use these selling aids is to find out what's available. Some companies put out complete catalogs of their offerings; others will send you the

By R. L. WILLET
Special to American Roofer
& Siding Contractor

material, itself. Your suppliers' salesmen will give you lists and packages of the selling and advertising material they suggest. Letters to the sales or sales promotion departments of other companies—especially those which advertise themselves—will bring you

more ideas. By now, you'll have a drawerful of literature to read, assort, and make a few notes on.

You can separate it roughly into two categories: advertising aids and selling aids, but some pieces will fall into both, and some into neither. If advertising may be said to fall into the following categories: newspaper and other periodical, radio and TV, direct mail, transportation (buses and stations), outdoor—some things about it become apparent immediately. You must pay for the medium in or on which advertising appears; and it is an indirect way of reaching more prospects than you could possibly reach in person, at a lower cost per contact than face-to-face selling. It is not a substitute for ringing doorbells, but a help in pinpointing the most likely doorbells. It paves the way for your salesmen.

Or, the whole process of selling may be divided into three parts: pre-selling, selling and follow-up, of which none can be omitted. You can put paid

(Continued on Page 26)

Covering The World . . .



IN BUILDING A HOUSE, THE
NATIVE BORNEAN FIRST CONSTRUCTS
AN ELABORATE THATCHED ROOF
SUPPORTED BY BAMBOO POSTS.
THEN HE BUILDS A SMALL
HUT UNDER IT!

By Elmo

NEWS of the Month

Edw. J. Schultz To Be Regional Mgr. For Reynolds, Out of Chi.

Effective immediately, Reynolds Metal Company, Building Products Division, has announced the appointment of Mr. Edward J. Schultz of Chicago as Regional Manager with headquarters in the Wrigley Building, Chicago.



EDWARD J. SCHULTZ

Mr. Schultz will be in charge of all Building Products Sales, merchandising and district management activities in that Region which includes 23 territories covering 14 states in the Midwestern United States.

A native of Chicago, and formerly a national merchandise manager with U. S. Gypsum, Mr. Schultz has had wide experience in building products development, merchandising and sales.

* * *

Construction Dollar Volume To Equal '52 Forecast For '53

The dollar volume of construction in 1953 "practically equal" to that of booming 1952 is foreseen by F. W. Dodge Corporation in its annual advance estimates.

It is believed that by the end of the year the Dodge figures will have reached 16,008 millions of contracts awarded in all categories of construction, and the estimate is that the 1953 total will be 16,020 millions, a change of virtually zero. The estimate says:

"Within that framework, the following changes in dollar volume as between 1953 and 1952, are estimated: non-residential, up eight per cent; residential building, down 11 per cent; total building, down two per cent; public works and utilities, up eight per cent. Dollar volume of private building and engineering contracts is expected to decrease seven per cent; public building and



engineering contracts are expected to increase by 10 per cent.

"Total new building floor space to be contracted for is estimated at 1,107,000,000 square feet for 1952, and 1,038,000,000 square feet for 1953; the indicated decline is six per cent.

"New non-residential floor space, with an indicated over-all 3 per cent increase in 1953, is expected to include increased volume of commercial building, educational and science buildings, hospitals and institutions; public and social and recreational buildings. The reason why anticipated dollar volume of non-residential building shows more favorably than non-residential floor space is that certain large atomic energy projects are projected for 1953. These projects will of necessity be recorded in terms of dollars only, since dimensions and floor area figures will not be revealed.

"In terms of new floor space and dollars, new residential building is expected to decline 11 per cent in 1953; new dwelling units are expected to decline 12 per cent. These estimates assume that there will be no marked easing of housing credit.

* * *

R. D. Cross New Special Sales Rep With Carey

Martin V. Coffey, General Sales Manager, The Philip Carey Mfg. Company, has announced the affiliation of R. D. Cross with Carey as Special Sales Representative.

With his headquarters at the company's general offices in Cincinnati, Cross will service Carey accounts in all marketing areas.

Cross is well known in the building industry and received his initial experience with Certain-Teed Products Co. He was office manager and graduated into sales in Cincinnati and other territories. He was also Merchandising Manager for their New York market. Subsequently, he helped organize Smith Asbestos Company of Millington, New Jersey. There he served in the capacity of Sales, Controller and Secretary-Treasurer.

Jack Lay App'ted Ark. Flintkote Sales Representative

The Building Materials Division of The Flintkote Company has announced the recent appointment of Mr. Jack Lay as a sales representative in its Arkansas sales territory.

Mr. Lay, who served in the Air Force during World War II attended the Little Rock Junior College.



JACK LAY

Prior to coming with Flintkote, Mr. Lay was a sales manager for a business consultant organization in Little Rock.

Mr. Lay will make his Flintkote headquarters in Little Rock, Arkansas.

* * *

J-M Awards New Building Contract to Ferguson Company

Johns-Manville Corporation has awarded a contract for design and construction of a new 80,000 sq. ft. building to be located at Watson, Calif., to The H. K. Ferguson Company, industrial engineers and builders. The project, which will be supervised by Ferguson's Los Angeles office, will consist of a rigid steel frame "U"-shaped structure with three 60-ft. spans 552 ft. in length. The building will be used for manufacturing purposes.

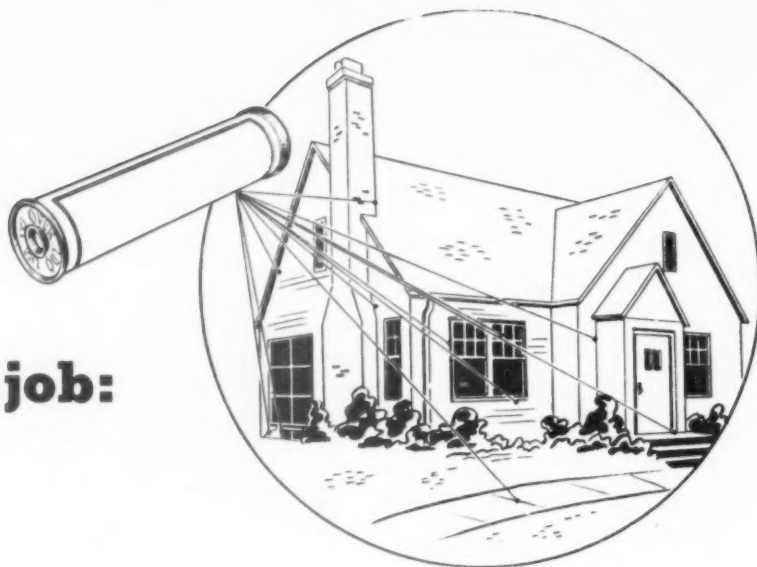
* * *

District Sales Office Opened By Pittsburgh Corning In K. C.

Paul D. Japp, General Sales Manager of the Pittsburgh Corning Corporation, has announced the opening of a district sales office in Kansas City.

Howard G. Jones has been appointed District Manager of the new office, which is located in Room 205, Fairfax Building, 101 West 11th Street, Kansas City 5, Missouri. Mr. Jones was formerly a field representative for Pittsburgh Corning in the Southern
(Continued on Page 31)

How to do a good caulking job: 4 basic steps



THE primary requirement of a good caulking job is that the compound must stick tightly in place, and in order for the compound to stick, the surface must be properly prepared. All dirt, dust, or loose particles such as paint scale, rust, grease, loose plaster or stucco, etc., must be removed. The caulking compound must be applied to a solid, firm, dry base if maximum stick is to be effected.

(1) The preparation of the surface is most important.

(a) Clean out the cracks or joints first—all loose particles, dirt, rust, scale, etc., must be removed so as to have a firm base.

(b) Be sure surface is dry—a wet surface will prevent proper sticking.

(c) On dry or unpainted wood surfaces, apply linseed oil to stop pores and prevent back moisture.

(d) On iron, stone, brick or stucco, apply a coat of shellac for the same reason.

(2) On deep, large openings, use oakum, tamping in firm, and fill crack to one-half inch of surface.

(3) After surface is thoroughly prepared, apply caulking compound.

(a) If using gun grade, go slowly, forcing material into crack and leaving sufficient head on the surface to make contact points strong. The material will set slightly into the crack so sufficient surface head should be left to allow for this.

(b) If using knife grade, do the same thing. Press firmly into crack

and also press tightly against contact points.

(c) If basic surface is rough, such as stone, brick or stucco, tap the caulking compound lightly with the bristle end of a paint brush. This will force a tight contact with rough surface.

(d) When filling cracks in walks, steps, or other stone surfaces, be sure to apply shellac or varnish first. This seals the stone pores and stops capillary attraction (or drawing of oils out of materials). If this is not done, caulking compound will dry out. Also sprinkle a little dry portland cement over finished job if there is danger of job being stepped on.

(e) It is always a good policy to paint over caulking jobs, as painting forms a surface protection and greatly prolongs the life of the caulking.

(f) In filling cracks due to broken mortar, where marble or glazed surfaces act as the base, remember there is always a layer of dirt over the surface of the marble. The edges where the caulking is to be applied should first be washed or cleaned so there will not be a dirt film to destroy adhesiveness. Also clean the glass in greenhouse work.

(g) In applying knife grade, have a small can of paraffine oil handy. Dip the caulking tool in this oil when caulking compound starts sticking to tool. When smoothing the surface, keep the tool clean in the same way.

(h) Do not thin caulking compound, either knife or gun grade, with paraffine oil. Use regular caulking compound thinning oil, or in an emergency use naphtha.

(i) To prevent surface hardening in the container due to exposure—with

The sketch above shows the important places where caulking compound should be applied. Text tells 4 steps and 17 basic things to know about applying caulking compound.

knife grade—smooth the material down level in the package and pour a little water over the surface. This will keep the air away. When using again, pour the water off.

(j) To make colors for small patchwork, mix small quantity of color in oil, or mix dry color into the product, and work in well with a trowel. Don't try to mix your own color for large jobs. For filling cracks in stucco, match color of stucco and work caulking into crack with thin blade. If color is matched properly, the crack can be filled and will not show.

(k) If you want to thicken up gun grade in small quantities for special patchwork, use small quantity of asbestine, talc or other fine inert pigment. Mix in thoroughly. Do not try this with large batches, as it will not prove satisfactory.

(4) After caulking the building proper, including windows, doors, and all openings, don't forget the following places: foundation base, roof coping, cracks in brick and stucco, foundation cracks or decayed mortar, and stone steps.

II

Some Facts About Caulking Compound

Since the business of caulking has come into prominence, certain manufacturers who made putty in the past are now adding a little more linseed oil to their original products and calling it caulking compound. One of the

(Continued on Page 20)

The above article is published here through the courtesy of Old American News, Old American Roofing Mills, Rubberoid Corp., where it originally appeared.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Siding Application Method

A new method in applying insulating siding has been introduced by Lumaside, Inc. A $\frac{1}{8}$ " wide and $\frac{1}{8}$ " deep groove will be manufactured on the horizontal shiplap of each panel. Double metal prongs will be attached to the upper part of each panel so that when overlapping the siding, the groove on the upper board will fall into the prongs, thereby assuring a snug and perfect application. This method, it is claimed, will enable the applicators to eliminate a lot of unnecessary nailing and completely eliminate exposed face nails. Because of the metal tongue and groove installation, only four nails to each panel will be used, rather than the usual ten, thereby gaining a considerable saving of time.

A second innovation that is scheduled will be a method of applying an aluminum metallic back on each panel. This will also enable contractors to save considerable time. In the past when aluminum foil was used, it was necessary to nail this foil separately.

Cost Estimating Calculator

"Figure-fact efficiency for Contractors and Builders" is the subject of a folder on the use of the Printing Calculator, released by Remington Rand Inc.

Use of the Printing Calculator assures top figuring speed for estimating, figuring costs, payroll computations, insurance records, extension of bills, tax computations, etc. The Printing Calculator combines short cut multiplication and automatic division with high speed listing, adding and subtraction, and gives printed proof of every factor on tape.

Five single sheet application flyers explaining various construction engineering and other figure work procedures are also available with this folder. Remington Rand calls the booklet #AD535.

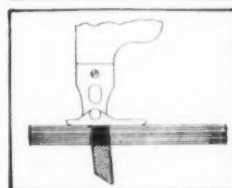
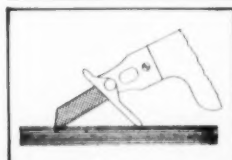
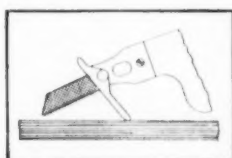
Portable Power Saw

Designed particularly for heavy duty service, the Milwaukee Sawzall answers completely the definite need for a rugged dependable special duty reciprocating type sawing tool that will stand the gaff of continuous use. Embodied in it are all the desired features journeymen, installation engineers, maintenance men, electricians, etc., have long wanted in a tool of this type . . . designed and built to meet exactly their particular needs.

Compact, light in weight, and perfectly balanced the Milwaukee Sawzall can be easily maneuvered about with one hand.

There are no chucking problems and complete freedom from coupling difficulties as common to attachment type units.

The Milwaukee Sawzall has a $\frac{3}{4}$ " stroke and operates at 2250 strokes per minute.



This wonder tool cuts in a breeze through any substance including Wood, Transite, Galvanized Sheet, and Other Metals, Wire, Nails, Formica, Masonite, and numerous other materials. The complete unit measures only 14 $\frac{1}{2}$ " and weighs just 6 $\frac{3}{4}$ pounds.

It's powered by the Milwaukee-Built heavy duty 110 volt universal type Motor and is equipped with lifetime lubricated ball and roller bearings.

Tapered Strip Shingle

The Flintkote Company has recently added a new line of colors—Shado-Kool—to its already famous Shado-Tex family of 12" Tapered Strip Shingles.

These dramatic new roofing colors—Shado-Kool Green, Shado-Kool Gray, Shado-Kool Blue and Shado-Kool Red—have been created through the use of pastel colored granules accented with white granules. This color blend, coupled with the

famous Shado-Tex shadow line, gives maximum contrast between the shadow line and the rest of the shingle.

These new shingles incorporate all the quality features of the Flintkote 275 lb. Tapered Strip Shingle, they are extra thick at the butt where the shingle gets the most wear, and the new Shado-Kool colors help to accentuate this heavy duty appearance.



This combination of rugged, tested construction, handsome shadow line design and beautiful new pastel colors has resulted in an asphalt shingle that is truly outstanding, it is claimed by the company.

Acetylene Torch

Savings in time, money and gas, and greater fire safety are reported for an automatic acetylene-air gas torch just announced by the Velocity Power Tool Company.



The pistol-shaped "Torch-O-Matic" lights at squeeze of trigger and shuts off upon release, eliminating separate operation and equipment for relighting, manual valve adjustment, pumping or priming, and warm-up. It is said to be a versatile, handy-tool—well-suited for such "on-again, off-again"

(Continued on Page 28)

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.



Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.95.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work, by William Nuebecker. 360 Pages, 430 illustrations, \$3.25. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages, \$25.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. \$5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT
AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

Good Caulking Job

(Continued from Page 18)

difficulties in judging a caulking compound is that only a general physical examination can be made in the package. Actual use and weathering are required to show up the true quality of the product.

Different From Putty

Caulking compound, however, is distinctly different from putty. Putty is used to hold glass down fast to the frame, is applied soft and then hardens to a dry, and usually brittle mass. Caulking compound is applied soft and it remains in a semi-soft condition. Whereas putty is made principally from whiting, putty oils (paraffine) and some linseed oil, and is basically a cheap product, caulking compound is a carefully compounded formula of cooked oils and bodying pigments which are relatively expensive both in initial and processing costs. The resultant product is a quality caulking compound which has the following

characteristics:

- (1) Waterproof.
- (2) Good adhesion.
- (3) Not affected by temperature change.
- (4) Smooth and easily applied by hand or gun.
- (5) Non-hardening and non-drying.
- (6) Will not sag out of crack or break away.
- (7) Will not discolor or bleed through subsequent paint coats.
- (8) Will not soften or un in hot weather.

Areas to Be Caulked

Insulation companies have emphasized the great value of insulating with much success. However, unless cracks around doors, windows, chimneys, etc., are caulked properly, the full savings are not possible. For example, the usual crack of about one-quarter inch around thirty normal windows is equal to about ten square feet (a hole large

1953 (8th) Edition of ROOFING SIDING & BUILDING SPECIALTIES MANUAL —

Don't Miss These Important Articles in the 1953 Edition:

- ★ COMPLETE SECTIONS ON BUILT UP ROOFING, SIDING, STEEP ROOFING, METAL ROOFING, WATERPROOFING, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.
- ★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, RECORD KEEPING, NEW TOOLS AND PRODUCTS.

★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, JALOUSIES, PLASTIC TILE.

★ COMPLETE SECTIONS ON SELLING, TRAINING SALESMEN ADVERTISING, BUILDING YOUR VOLUME, etc.

150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

\$3

RESERVE
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NOW!!!

AMERICAN ROOFER & SIDING CONTRACTOR

425 — 4th Ave., New York 16, N. Y.

Please send me copies of the MANUAL the minute it is off the press.

NAME TITLE

COMPANY

ADDRESS

enough for a man to crawl through). In one year, caulking these cracks will save enough fuel to pay for the job.

If there was a 3 inch hole in your window pane, you would have it repaired immediately. Yet the cracks around a normal window, 32" x 62" in size, if not caulked or weather-stripped, are greater in total size than the 3 inch hole.

Cracks caused by settling, shrinkage, or other causes, are custom-built for caulking compound. It will prevent dust and dirt or cold air from entering and guard against destruction of property through moisture getting in the building walls.

Today the greenhouse operator and the home owner realize that replacement labor cost is the important consideration in maintenance and are willing to pay a higher initial cost for a material that reduces replacement and maintenance cost.

Nailing It Down

(Continued from Page 7)

When I am very busy, they come in bunches like bananas and stick with me like mothers-in-law on summer vacation. After I've given them my order—if I have an order to give them—they stick around waiting for us to use up the material to get the next order. They are lonesome from being so far away from home, so therefore, I must have lunch with them. Consequently, I'm thirty pounds overweight!

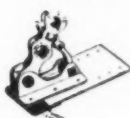
We are thankful that we have such a fine group of salesmen calling on us and paying us their respects. We need to have them call on us to enable us to buy materials, gather information, and we need their wonderful help in working out our material problems. However, when they make a call and we do not have anything of interest to talk about, we feel they should make the visit as brief as possible and allow us to return to our work.

—A Member

MARCH ISSUE
AMERICAN ROOFER
& SIDING CONTRACTOR
Complete Convention
Coverage
Three Full Pages of Pix!
Complete Story of Nersica
Convention
NRCA Convention Story

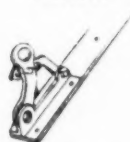
ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



3 Pipes $\frac{3}{4}$ " I.P.S.
Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"



2 Pipes $\frac{1}{2}$ " I.P.S.
Bronze and Galvanized, installed on old roofs without removing slate.

"FITRITE" SKYLIGHT GEARING

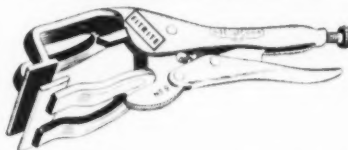
IN STOCK FOR IMMEDIATE SHIPMENT



$\frac{3}{8}$ " — $\frac{1}{2}$ " — 1" Hook or chain operation.
 $\frac{1}{2}$ " Gearing assembled on 20" pipe.

"FITRITE" 3-WAY CLAMP

A NEW VISE-GRIP MADE EXCLUSIVELY FOR US



Throat $3\frac{5}{8}$ " deep

Jaws $3\frac{1}{2}$ " x $\frac{3}{4}$ "

Designed for BOX LOCK of ventilation duct. Can be used as SHEET METAL CLAMP and as WELDING CLAMP.

Price—\$3.55

Write for Catalogs. To Protect Trade Use Printed Stationery.

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NEW YORK

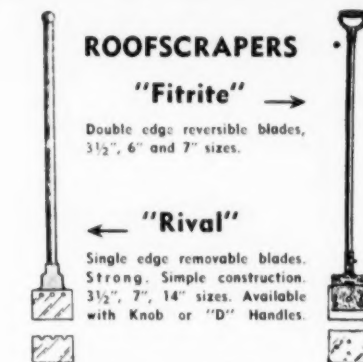
ROOFSCRAPERS

"Fitrite" →

Double edge reversible blades, $3\frac{1}{2}$ ", 6" and 7" sizes.

← "Rival"

Single edge removable blades. Strong. Simple construction. $3\frac{1}{2}$ ", 7", 14" sizes. Available with Knob or "D" Handles.



ALUMINUM MOP HANDLES



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn!

UTILITY ROOFING KNIFE



THE ONLY KNIFE WITH A RETRACTABLE HOOKED BLADE

Portable Electric SAW GUN

Efficient!
Saws Metal
Wood, etc.



See Us At NERSICA
Feb. 16, 17, 18, Hotel Statler, N. Y.
Booth 25

"Rival" and "Fitrite" Ornamental Straps COPPER & ZINC IN 6 STYLES

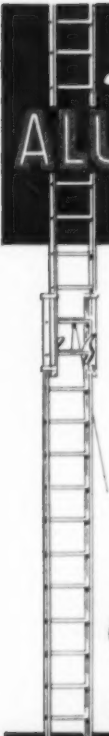
"Fitrite" Jr. also made in aluminum



SOLD THROUGH JOBBERS ONLY

Write for Folders and Free Samples

RIVAL STRAP CORP. 308 WEST 20th ST.
NEW YORK, N. Y.



**Steplight
ALUMINUM
LADDERS**

- STRONG
- SAFE
- LIGHT
- LASTING

Aluminum Extension (Jack),
Sectional, Industrial and
Platform Ladders. Also,
Aluminum Platform and
Toothpick Stages.

*Always
Specify*

**Steplight PRODUCTS
COMPANY, INC.
LOVEJOY, GEORGIA**

Nixalite
PRECISION ENGINEERED
ENDS BIRD SPATTER!

... can be applied to any angular
or curved surface on homes, apart-
ments, office buildings.

**Deal yourself in on
this profitable service!**



ON RIDGES, DORMERS, ROOF GUTTERS
Write for Illustrated "KNOW HOW"
NIXALITE COMPANY OF AMERICA
115-119 W. 3rd St., Davenport, Iowa, U.S.A.

Mfr's Predict Good Siding Year

(Continued from Page 9)

sheathing. Acceptance had previously been granted for installation over wood sheathing.

The mass market for new housing still lies in the \$14,000.00 and under bracket. Insulating siding is the ideal product for that market since it can be installed at low cost and represents such a great bargain. The contractor, pinched between rising costs and resistance to higher prices by consumers, can give his customer full value and still make a comfortable profit because insulating siding does several jobs at once — insulates, adds structural strength, decorates without painting or staining. Easy, speedy installation reduces labor cost, still the hardest item to control for the builder producing for the low and middle income brackets.

Market Is Home Modernization

But the greatest market for insulating siding still lies in the home modernization field. In 1951, American families spent something over three billion dollars improving their homes. But only a fraction of the need for insulating siding and other modernization products has been filled. Hard selling will help fill that need, will help home owners win the race with obsolescence, and put profits in the pocket of the hard selling contractor.

"Hard selling" is a term that's easy to use, but hard to define, possibly because it hasn't been widely practiced for many years. It contains these elements—knowing the product and what it will do; passing that knowledge out to carefully selected prospects; once a job is sold, keeping it sold with good installation; conscientious attention to the details of salesmanship, putting into practice the principles expounded by the late Bernie Englander whose articles you have read in *AMERICAN ROOFER AND SIDING CONTRACTOR*; following the principles of good merchandising in dramatizing the value of the product both through personal interview and advertising.

"Hard selling" takes first of all a good sales plan. Then it takes determination and intelligence to make the plan work. To help you with your planning some of the leaders insulating

siding industry have outlined the points they believe will be important in selling siding in 1953.

LOOKING INTO THE HEART OF A 1953 PROSPECT

By **F. W. LAGERQUIST**
The Celotex Corp.

IT has long been axiomatic that a good salesman knows his product. In 1953, it will be more important, or at least equally important, that a good salesman also know what goes on in the mind and heart of a prospective customer.



F. W. LAGERQUIST

Business is good, especially in the home building and modernization field. But we also note that people aren't under pressure to buy, as they were after World War II when they had gone without goods for a long time or during the days following the outbreak of hostilities in Korea. People have money, but buying forces such as impending price rises and shortages have largely disappeared.

As a result, some significant changes have taken place in the attitude of the average buyer. The salesmen who recognize them and adapt their sales strategy accordingly can make 1953 a highly profitable year. In fact, today's circumstances present an even better opportunity for the good salesman.

How Much Money Available?

What are some of the characteristics of the 1953 prospect? You look at his

bank account and note that personal savings in America now stand at the all-time high of \$140 billion, 40 per cent higher than at the end of World War II. You say there's plenty of money to be spent, and you're right.

But also look behind that mountain of dollars at the circumstances of the people who have saved them. They have homes that are new or in good repair. New or late model automobiles are in the garages, new appliances in the kitchens and laundries. All immediate wants seem to be cared for. What's needed now is good salesmanship, to point out, for example, that the new siding job should be done now before the property starts to deteriorate.

Remember, too, that not every prospect has money in the bank. While some Americans have been saving at a record rate, others have been going in debt just as fast. The total debt at the end of 1951 amounted to 519 billion dollars, an increase of 112 billion since the end of 1945. People who are paying off debts aren't usually in the mood to take on additional obligations. Even so, it may well be to their best interest to buy now. But it will take real salesmanship to persuade them.

Discriminating Buyers

We can reasonably conclude that the average prospect in 1953 will be a discriminating buyer, whether he has the cash, a savings account, or is purchasing on time payments. Either man is looking for value. Fortunately, the men who sell insulating siding will have plenty of value to offer. It's our job to get the prospect to spend wisely and put first things first.

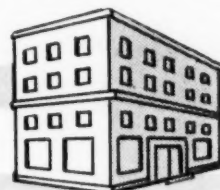
A Real Bargain

Insulating siding represents a real bargain because it does so many building jobs at once—insulates, adds strength, improves appearance, reduces maintenance costs, and thereby increases living comfort and raises property value. A dollar spent on home improvement is still the best investment any family can make.

Every home owner knows in his heart that he should keep his home in the best possible condition, both to protect his investment and to sustain his pride in ownership. Sometimes this truth is well buried in the owner's



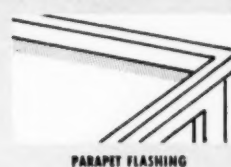
IT'S SMART TO DO THE COMPLETE JOB WITH **KARNAK** ROOFING AND WATERPROOFING FABRIC



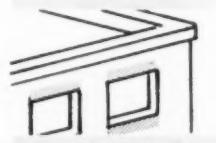
ROOF PATCHING



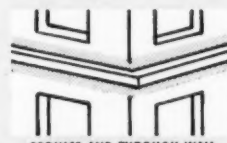
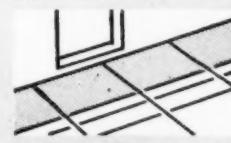
SKYLIGHT FLASHING



PARAPET FLASHING



WINDOW AND DOOR FLASHING

CORNICHE AND THROUGH-WALL
FLASHING

FOUNDATION WATERPROOFING

Rely on the whole **KARNAK**
line for every asphalt
specification:

| | |
|--------------------|-----------------------|
| Roofing and | Dampproofing and |
| Waterproofing | Waterproofing |
| Fabric | Compounds |
| Aluminum Roof | Asphalt Roof Coatings |
| Coating | and Cements |
| Wood Block Mastic | Mastic Flooring |
| CaULKing Compounds | Tile Cement |
| Asphalt Emulsions | Joint Filler |
| | Asphalt Paint |

This spandrel, full seal fabric is
THRIFTER!...

You can use it right down to the
last inch!

HANDILY PACKAGED!
EASY TO HANDLE!
NO WASTE!

Each roll is individually packaged
in cartons. Stays in perfect shape
until used!

EASIER TO APPLY!...
Unrolls in all temperatures, to
apply easily in all weather!

STURDIER!...
Strong cotton fibers, heavily
impregnated with asphalt. Isn't
brittle, won't tear out of shape,
lasts years longer!

FREE!

Write today for your
copy of the **KARNAK**
Specification Book

LEWIS
ASPHALT ENGINEERING
CORPORATION

34 Church St., New York 7, N. Y.

Manufacturers of Asphalt Specialties for 25 Years



→ **CONDENSATION** ←

GETS THE AIR WHEN YOU INSTALL **MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.
6-8 WALL STREET • NORWALK, CONN.



heart. It takes real aggressive salesmanship to find it and translate it into buying action.

BLEND YOUR SALES STRATEGY TO MATCH A COLOR-CONSCIOUS PUBLIC

By GORDON C. ESTES
V.P., Globe Siding Products Co.

COLOR has become one of the most powerful sales forces in America today whether you sell siding, pencils, or electrical appliances.

Color planning—once considered an interior problem only—has moved outdoors, resulting in what the experts call "indoor-outdoor color integration."

Naturally roofing and siding have important parts in the over-all color plan. To give adequate service and to get your share of the siding and roofing sales, you need to know a few facts about color—not only as it applies to your product but also in regard to its ability to blend with and affect the other exterior elements of the home. Trim, building height, type of architecture, landscaping—all must be considered in selecting the colors for roofing and siding.

You don't have to know all the answers, of course, since color planning is a broad subject. But you should know some basic principles. Out of the experiments of recent years have developed some definite patterns of public preference and methods for handling color problems successfully.



GORDON C. ESTES

You can make a narrow house look wider, a tall house look shorter. Poor features can be disguised, good ones can be emphasized. Two houses that are physically the same can be made to look considerably different. It's not

done with magic, but with color.

Where do you learn about color? The sales promotion pieces and the building and consumer shelter magazines are full of the subject. Spend a few hours studying these publications. You'll soon develop a good basic knowledge of color. It will pay off in better profits if you use color in your sales story.

The siding industry has the most modern colors available in its new pastel shades which have proved extremely popular all over the country. Pastels are such public favorites that some color experts now call our time the "pastel era." Whatever the era's proper designation, the dealer who likes to see a healthy black in his ledger can put it there by putting color into his sales planning.

QUALITY IS NO ACCIDENT

By LEE H. MATTES
Pres., Mastic Asphalt Corp.

MOST people don't realize that building materials belong in the realm of products developed by scientific research and produced by modern precision methods.

Help your customers to realize that

Caulk with Calbar!

For every caulking job

Calbar does it

better!

non-hardening—
non-staining—
adheres to any surface

Write for the name of
your nearest distributor



CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street • Philadelphia 25, Pa.



KEEP YOURSELF POSTED!

AMERICAN ROOFER & SIDING CONTRACTOR contains all news of the trade, new methods of application, new ideas in selling, and other subjects the roofing contractor should be familiar with. Like thousands of other contractors reading this magazine, you, too, can benefit greatly from it for the small subscription price of \$3.00 per year. Use the coupon today!

AMERICAN ROOFER & Siding Contractor
425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to AMERICAN ROOFER & Siding Contractor, at \$3.00 for one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

My Name

Position

Company

Address

City..... State.....

science and precision aren't exclusive with atomic weapons, wonder drugs and modern industrial machinery and you can better convince them of the quality and value of the product you sell.

Consider as an example the ceramic granules used to color and finish insulating siding and asphalt roofing. With the constant improvements in this product—the results of research and better production methods—the popularity of asphalt roofing and siding materials has increased tremendously.

Color Fastness

The granules give the product both color fastness and durability. They keep the sun from drawing the oils and resins out of the asphalt.

Before they were approved for commercial use, the granules received seemingly endless testing in all sections of the country. They were tested where ability to withstand extreme heat, high humidity and rapid temperature changes without losing color or protective quality was important.

The modern fiberboard that forms the base for insulating siding is another product that was developed only after years of research and testing. Now we have this multiple purpose product that has thousands of little air cells in every square inch to make it an effective insulator and yet has more strength than the equivalent amount of wood.

Place of Precision

In the manufacturing of siding itself, precision has an important place. Embossing the granules on the asphalt coating, holding the size of the panels and the breadth of the overlap joint to very close tolerance so that every panel will be like every other panel—both require accurate production controls.

Point out a few of these background facts on insulating siding and you show your customers why insulating siding is such a bargain. Only a product of scientific research, made by modern precision methods, could have so much value. The high quality of insulating siding is no accident. We plan it that way so that everyone can benefit from making, selling and using it.

THE SHORTEST DISTANCE BETWEEN TWO POINTS
YOU IS A COMPLETE LINE

TRADITIONAL SHINGLES

...faithfully duplicate the mellow beauty of seasoned wood...at lower cost.

HEXAGONAL SHINGLES

...have attractive hexagonal shape that takes less labor and material to apply.

DUTCH LAP SHINGLES

...combine wood-textured beauty with charming Dutch Lap Design. The side and headlap method of application gives full weather protection with economy of labor and material.

STRAIGHT EDGE SIDING

...Styled to the long, low lines of the modern ranch type residence...wood textures.

WAVELINE SIDING

...wavy-edge shadows add depth and pleasing appearance. Attractive wood-grain texture.

COLOR-TEX SIDING

...with the really natural look that simulates the charm of expensive wood shakes...expresses the modern trend to color and texture.

NOW...
A COMPLETE LINE
Old American
ASBESTOS-CEMENT SIDEWALLS
and ROOF SHINGLES

Take your choice of these practical, attractive and economical sidings and roofings, made of fire and weather resistant asbestos-cement, to meet every need.

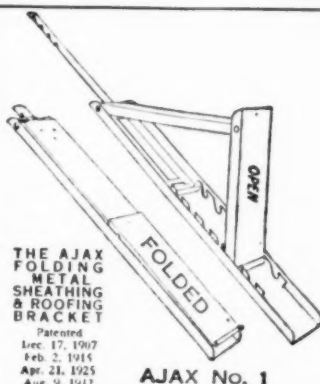
For FREE
 Catalog Sheets, and Sales Literature
 Write Today to...

ONE
SOURCE
CONVENIENCE



Old American Roofing Mills

Kansas City, Mo. E. St. Louis, Ill. Salt Lake City, Utah Fort Worth, Tex.



THE AJAX
 FOLDING
 METAL
 SHEATHING
 & ROOFING
 BRACKET
 Patented
 Dec. 17, 1907
 Feb. 2, 1915
 Apr. 21, 1925
 Aug. 9, 1912

AJAX No. 1

AJAX Roofing Brackets
MAN-size — Superefficient
ALL STEEL — Unbreakable

AJAX Building Bracket Co.
 1551 Rydal Mount Rd.
 Cleveland Heights 8, Ohio



**Annular-threaded
metal weather
strip nails...
FOR GREATER
HOLDING POWER**



USERS REPORT, Apr. 4—
"Fast replacing the old fashioned unthreaded nail!"

Plated for maximum rust resistance. Early delivery in packages and in bulk. Write for prices and samples.

Established 1850



JOHN HASSALL INC.

428 OAKLAND STREET
Brooklyn 22, N. Y.

Mf'rs Offer 18 Free Advertising Aids

(Continued from Page 16)

advertising, publicity (news stories about you and your work) in the first class, along with telephone solicitation of prospects. Face-to-face selling, display, and on-the-job selling may be allocated to the second class, while anything and everything goes into the third category of later effort to persuade people who have shown indecision. You have a good idea, now, of how to allocate the aids that will be most useful to you.

Set Up A Budget

Your next step is to set up a budget for advertising and selling expenditures. Even if you add nothing but your name and telephone number to these prepared materials, some expense will be entailed for mailing, or printing, or space and time. Take a certain percentage of your probable gross sales and set it aside on a seasonal or monthly basis for increasing sales. You have to make a choice about dividing the

money. Will you use it to get more work during slack seasons, to inform people of your presence in the community and your services, to get as much as you can of the business caused by bad weather? Will you spend it on direct mail (remembering that a mailing is no better than the list it goes to), newspaper, radio or outdoor advertising or on a combination of several of them? The answers depend on where you are, how long you've been in business, and who your best prospects are. They also depend on your willingness to experiment a bit, since even the "experts" don't know all the answers.

Next month: The best ways to use mats for newspaper ads.

The material in this series is being prepared with the cooperation of the Philip Carey, Celotex, Certain-Teed, Johns-Manville, Jones & Brown, Ruberoid, Silvercote, and U. S. Gypsum companies.

PARALASTIC*

**BEST FOR
CAULKING!**



The easiest working, best sealing caulking compound you've ever used . . . **GUARANTEED!**

ALL COLORS . . . AND PASTELS TO MATCH
EVERY ASBESTOS AND INSULATING SIDING!

**SOLD BY
LEADING JOBBERS**

*Reg. U.S. Pat. Off.



IT ISN'T INSULATED UNLESS IT'S CAULKED

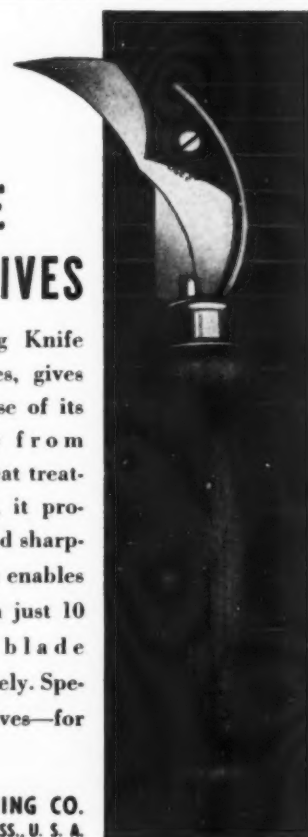
PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydrex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



Half of Scaffold Accidents Fatal

(Continued from Page 27)

12 inches off the ground and loading it with at least four times the maximum weight that will be placed on it when being used.

5. See that life lines are provided for you and the other man working on a scaffold.

6. Each one of you should wear a safety belt properly attached to the life

lines.

7. Never combine two or more swinging scaffolds together with plank bridging between them.

8. See that the platform of your swinging scaffold is lashed securely to the building to prevent it from swaying.

9. When you are ready to leave a swinging scaffold lower it to the ground.

L.A. Co. Organized to Mfr. Steel Scaffolding on West Coast

The organization of a new Los Angeles company for manufacture and distribution of "Waco"—brand sectional steel scaffolding on the West Coast has been announced by Marvin and Stanley May, former Detroit, Mich., businessmen.

The firm—called Waco-May Scaffolding Co.—was granted exclusive

licensee manufacturing and distribution rights by the Wilson-Albrecht Co., Inc., Minneapolis, Minnesota, holder of the original manufacturing patents. The Los Angeles firm's distribution territory includes California, Arizona, Idaho, Nevada, Oregon, Utah and Washington. Distributors in Salt Lake City, Utah, and Spokane, Wash., formerly serviced by the parent company, will be assumed by Waco-May Co. The new company's general offices and warehouse are located at 3727 San Fernando Rd., Glendale, Calif.

LOW COST HOIST

Easily mounted on any ladder



LADDER
HOIST
FRAME

Can also be used
without power unit

POWER HOIST

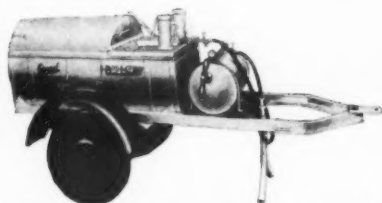
ELECTRIC or GASOLINE

Also other mountings

manufactured by
REIMANN and GEORGER
69 NO. DIVISION BUFFALO 3, N.Y.

Aeroil

"HEET-MASTER" KETTLES CUT COSTS BY SAVING 50% TIME-FUEL-LABOR!



Regular Portable "Heet-Master"
Ask For Aeroil Roofing Catalog 418A

A complete Roofing Accessories Catalog is yours on request—covering the complete Aeroil line of essential tools and accessories. When requesting the catalog, emphasize the particular equipment item of greatest interest to you.

VISIT AEROIL BOOTH NO. 28 — THE 11th ANNUAL NERSICA CONVENTION AND EXPOSITION — HOTEL STATLER, NEW YORK CITY
FEBRUARY 16, 17, 18, 1953

"HEET-MASTERS" MEET ALL DEMANDS

More than ever before the "Heet-Master" Kettles satisfy the demands of roofers by providing faster uniform heat and more production at less cost—due to patented "Heet-Master" features not found in any other kettle. (Leaflet 400A.)

CAPACITIES—55 GALLONS TO 500 GALLONS

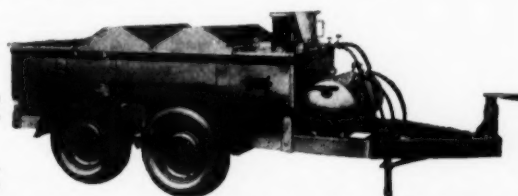
"Heet-Masters" are available on Skids—Steel Wheels—Hard Rubber Tires—and on Pneumatic Tired Automotive Disc Type Wheels in following sizes: 55—80—115—165—230—275—375—500 gallons.

"JUMBO" TYPE WITH ROOF PUMP FOR BIG JOBS

Aeroil introduces for 1953 the newest Jumbo size "Heet-Masters" on tandem wheels in 375 and 500 gallon capacity. These extra large kettles, ideal for big jobs, can also be equipped with built-in Aeroil RP-9 Street to Roof Pump. (Leaflet 677A and 639A.)

"GRAVEL-SPREADERS"
"FELT-LAYERS"

WRITE FOR LITERATURE



NEW 1953 "JUMBO-TYPE" PORTABLE "HEET-MASTER"

Aeroil
Established 1917

PRODUCTS COMPANY, INC.

SOUTH HACKENSACK BRANCH OFFICES & WAREHOUSES NEW JERSEY

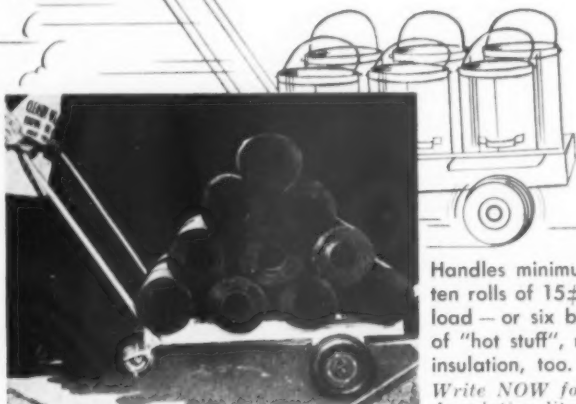
516 YALE AVENUE N. 3408 MAIN STREET 3217 UNION PACIFIC AVE. 435 BRYANT STREET
SEATTLE 9 WASHINGTON DALLAS 1, TEXAS LOS ANGELES 23, CALIF. SAN FRANCISCO 7, CALIF.

2021 SO. MICHIGAN AVENUE OAKDALE SQUARE 1441 SHEFFIELD STREET
CHICAGO 16, ILL. DEDHAM, MASS. N. S. PITTSBURGH, PA.



"Large or small, our jobs go twice as fast with a CLE-WIT Roof Cart"

***Leaves more time for more jobs and greater profits.**



Handles minimum of ten rolls of 15# felt per load — or six buckets of "hot stuff", roof insulation, too.

Write NOW for free descriptive literature

Cleasby-Wittig Co., Inc. 969 TREAT AVENUE
SAN FRANCISCO 10, CALIF.

Manufacturers and Distributors Roofing Tools and Equipment



For Big Jobs or Little Ones . . .

Cost-Conscious Contractors Prefer

"TROUBLE SAVER" SECTIONAL STEEL SCAFFOLDING

The time you save means extra profits! It's easy to handle and assemble extra-strong, prefabricated "TROUBLE SAVER" Sectional Steel Scaffolding. NO TOOLS REQUIRED. "Trouble Saver" can be used for almost any roofing job. Approved by Underwriters' Laboratories, Inc.

FOR THE ROOFER

GOLD MEDAL Tubelox Scaffolding
• Swinging Scaffolds • Steel Side-walk Bridges • Single and Extension Ladders

"TROUBLE SAVER" Sectional Scaffolds • Steel Scaffold Brackets • Adjustable Steel Trestles

Complete Stocks for Sale or Rent

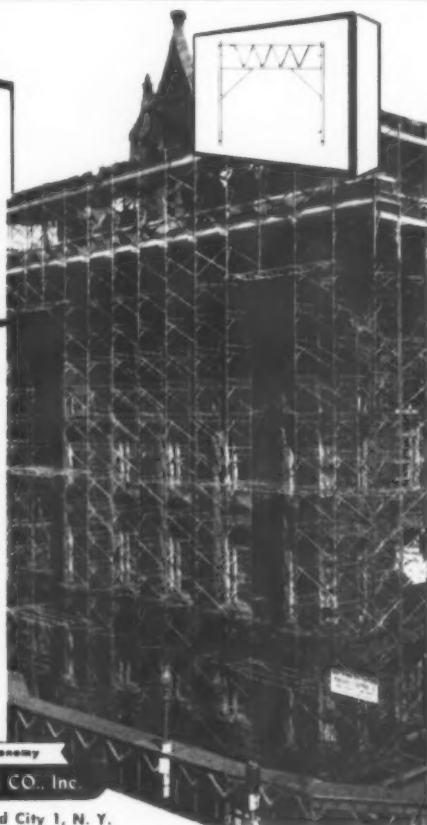


For Greater Safety...Efficiency...Economy

THE PATENT SCAFFOLDING CO., Inc.

38-21 12th Street, Dept. AR Long Island City 1, N. Y.

West Coast Plant: 6931 Stanford Ave., Los Angeles, California



What's New

(Continued from Page 19)

jobs as loosening frozen nuts and bolts, setting anchor bolts, removing shrink-fit collars and bushings, heating branding stencils, safe-ending wire-strand cable and rebabbiting bearings, in addition to maintenance or production work requiring soldering or brazing.

* * *

Asbestos Siding Surface

A new improved surfacing for Color-Grained, the decorator-designed asbestos siding recently introduced by The Ruberoid Co., has been announced.



Duroc, as the new finish is called, is a development of the Ruberoid research staff which, according to the announcement, both enhances the appearance of the siding and provides a protective coating against dirt, stain, wear and weather. Among the valuable specific advantages claimed for Duroc are that it adds a lustrous surface, highlights the unique "shake" texture of the siding, and keeps the attractive duo-tone colors bright and fresh indefinitely.

* * *

New Gypsum Wallboard

A new gypsum wallboard, with special fire-resistance properties, has been officially approved by 110 American cities for commercial and residential wall and ceiling construction which require one-hour fire-resistance rating.

Of the 110 cities which have already officially approved Firestop Bestwall for fire-rated construction, 14 are among the 20 largest in the country. They are: Chicago, Detroit, Los Angeles, Cleveland, Baltimore, Pittsburgh, San Francisco, Milwaukee, Minneapolis, Buffalo, New Orleans, Cincinnati, Kansas City, Mo. and St. Louis.

The wallboard has also been granted statewide approval for fire-rated construction in six states with a population of approximately thirty-two million. They are: Pennsylvania, California, Indiana, Wisconsin, Georgia and Maine.

The wallboard is manufactured by Certain-teed Products Corporation.

The superior fire-resistance properties of the wallboard are made possible by unexpanded vermiculite and incombustible fibers in the gypsum core. The vermiculite expands under heat to offset the normal shrinkage of the gypsum. This, with the incombustible fibers, enables Firestop Bestwall to present

a barrier to internal heat for longer periods.

Underwriters' Laboratories, Inc., has rated Firestop Bestwall one-hour fire resistant on ceilings when applied under wood joists in a single, five-eighth-inch layer. It was the first time Underwriters' Laboratories allowed a one-hour rating on a dry-wall ceiling.

* * *

Folding Carpenter's Bracket

A light weight, highly portable folding carpenter's bracket for use on residential and industrial construction has been announced by Wilson-Albrecht Co., Inc., national manufacturers of steel scaffolding equipment.



A special design principle permits the four-piece riveted Waco folding carpenter's bracket to be folded down to a 2" by 48" package, facilitating rapid transportation and storage in an automobile trunk.

Constructed of heavy-gauge angle iron, the Waco unit allows for a 36" ledger and is used on sheeting, stuccoing, siding and shingling jobs. The Waco bracket weighs only 12½ pounds.

* * *

Gas Melting Furnaces

Bottled gas fired furnaces for melting joint compound, asphalt, tar and similar materials have been put on the market by Hauck Manufacturing Co.

Available in pot capacities of 4, 10, 15 and 25 gallons, the new gas fired furnaces have enclosed burners with a wide range of heat regulation. Economical to operate. No flame impinges on pot, insuring even heating and long pot life. No delays due to carbon.

The gas furnace on wheels can be moved from point to point on the job by one man unassisted. Furnace shell is of 16 gauge steel. Models No. 46-P and No. 47-P are mounted on heavy steel frame with hinged draw handle fitted with caster. Handle locks to frame when in upright position. Mounted on roller bearing steel wheels fitted for balance. Wheel models will not upset, even when completely filled with material with gas bottle removed.

The base mounted models are cradled in a one piece tubular steel frame. Shell, gas burner and gas bottle holder are mounted on a steel platform, forming a compact, well balanced, easily handled unit—built for long service.

All gas furnaces have removable steel
(Continued on Page 34)

CORKBOARD INSULATION

RECTOR Corkboard is steam baked and meets Federal specifications #HMC501B. It is a top **QUALITY** roof insulation at considerable **SAVINGS**. It is packed in heavy cartons for ease in handling and to protect against breakage in transit.

RECTOR Corkboard is equal to the best board made.



PROOF? It is used successfully in many famous buildings, including the:
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BALLANTINE BREWERY
MEADOWBROOK HOSPITAL
PRATT & WHITNEY HAMILTON PLANT.



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Factories in Spain & Portugal

RECTOR INSULATIONS

Now! CUT PAINTING TIME!

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Double Action
PAINT PUMP

SAVES TIME, WORK, MONEY!

Designed for applying **PERMA DRI**, the original Perlite Texture and Insulating Coating

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AIR BRUSH PAINT CO.

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Dealers, Jobbers and App.



Send For
Free
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Stephenson
Patented Pumps,
Guns and Textural
Coatings

**STAINLESS STEEL
FASTENERS, BOLTS,
NUTS and WASHERS**
for
CORRUGATED ASBESTOS
and
PANEL CONSTRUCTION

- Z-CLIPS •
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BOLTS — ALL LENGTHS
1/4" — 7/8" x 20 NC Thread
EMERGENCY SHORT RUNS

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PENNWOOD COMPANY
Div. of

Pennwood Numechron Co.

7249 Frankstown Ave.
Pittsburgh, Pa.
FREMONT 1-4200

PAT. NO. 2209480



ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4056 GEORGIA

Vapor Barriers

(Continued from Page 12)

the box to show the insulation and the way it is sealed. There are four rubber tubes coming out the back edge of the box, leading to four glass tubes standing in bottles of ink.

through the top or down through the bottom, we can completely eliminate that pressure condition that has caused blisters in the past.

I am going to show you through a



Fig. 8

Figure 8: A flat deck with a gravel stop. On this deck, you can see the vapor seal made with asphalt and felt, the insulation laid in asphalt, the usual roofing on top and a standard wood edge strip supporting the customary gravel stop.

I have asked an assistant to be our compressed air tank. When he puts a little puff of air in there, see what happens. You see the ink rising up in the four tubes. Now we turn the valve and watch the liquid come down.

My assistant did not blow hard and yet he could blow air completely through the insulation and force the liquid up the glass tubes.

All I have demonstrated is that these porous insulations, (when there is an air passage between the joints or when the material is of a fibrous nature, as most of them are), will allow air to move through. If air can move through, then vapor can, too.

So we have come to the idea that if we can let air escape out of the edge of the insulation instead of up

mock-up, an actual means of providing edge ventilation very economically and very satisfactorily. Here in Figure 8 is a flat deck with a gravel stop. On that deck, you can see the vapor seal made with asphalt and felt, the insulation laid in asphalt, the usual roofing on top and a standard wood edge strip supporting the customary gravel stop. There is only one thing that has happened to that edge strip that you will recognize is not normal. It is grooved on the lower side to provide vent holes or slots.

Turning this model around, as in Figure 9, you will see the gravel stop and fascia metal is moved out from the slab, say a quarter of an inch or half an inch by short pieces of wood blocking. We have cut away part of

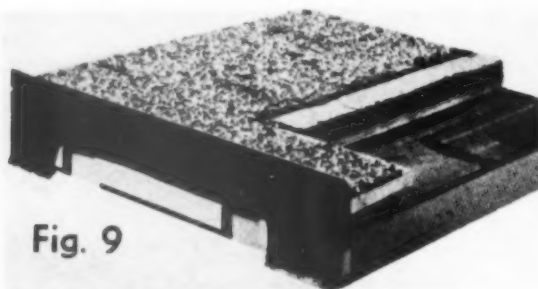


Fig. 9

Figure 9: Turning the model shown in Figure 8 around, the gravel stop and fascia metal is seen moved out from the slab, say 1/4" or 1/2" by short pieces of wood blocking. This design gives a chance for the air to come out through the edge block and down between the wood strip over the metal.

the metal fascia to show the spaces between this blocking. This design gives a chance for the air to come out through the edge block and down between the wood strip under the metal.

This is an exceedingly inexpensive way of providing edge venting. You can even do it on an old roof because when you reroof you always take off the felts and you can easily take off the gravel stop. You simply set it back about a half or three-quarters of an inch out further but you first put in a new edge strip with some sort of holes or grooves underneath so that the insulation can vent horizontally to the outer air.

News

(Continued from Page 17)

Illinois, Kansas and Missouri area.

The office will service distributors of PC Glass Blocks, and Foamglas, the cellular glass insulation, and promote the sale of these products in the states of Kansas, Missouri, Montana, Nebraska, Western Iowa, Idaho, Northern Texas, Utah, Wyoming, Oklahoma, Colorado and New Mexico.

Savanna Fabricators Merges With Lumaside

Mr. Carl Westergaard, President of Savanna Fabricators, Inc., Savannah, Illinois, manufacturer of asphalt siding products, has announced a merging of operations with Lumaside of Milwaukee, Wisconsin. Mr. Westergaard is well known in the industry as designer of equipment used in many siding plants.



ALEX SHMITT

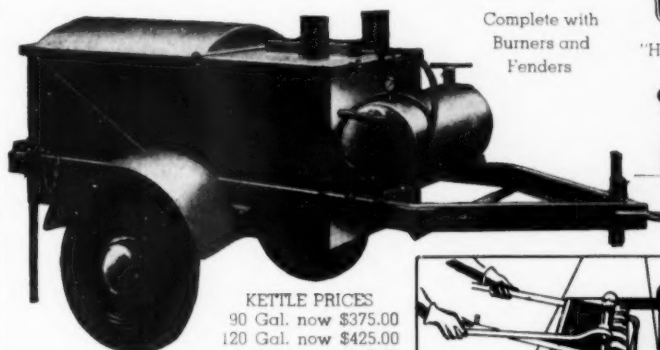
The merging of the two companies now makes it possible for materials made by Lumaside to be manufactured and shipped from the Savanna plant.

Mr. Alex Shmitt, shown in the photograph above, is the president of Lumaside. Mr. Shmitt will work closely with Mr. Westergaard in the future, with the responsibility for promotion resting on Mr. Shmitt.

MATT Equipment

...TAKES THE HARD WORK OUT OF ROOFING AND ENABLES YOU TO COME OUT WITH A PROFIT!

Kettles: Equipped with Famous Matt Coil-Less Burners, eliminate 95 percent carbon trouble



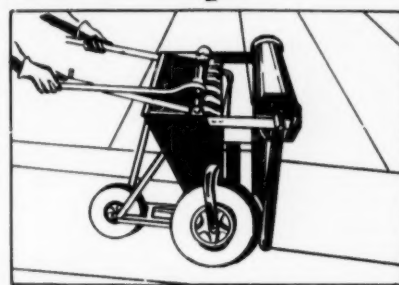
Complete with Burners and Fenders



KETTLE PRICES

| | |
|--------------|----------|
| 90 Gal. now | \$375.00 |
| 120 Gal. now | \$425.00 |
| 165 Gal. now | \$545.00 |
| 230 Gal. now | \$645.00 |

You don't juggle dollars with Matt Equipment—it earns right away. Get the finest Felt Layer built — together with the most efficient Carrier—Pump—Buggy and Kettle. Order Today.



FELT LAYER

MATT COIL-LESS BURNER CO.
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MADE TO DO A SUPERIOR JOB: R. MURPHY stay sharp ROOFING KNIVES

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *stadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

R. MURPHY *Knives*

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths
(As illustrated)

Roofing MOPS
(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

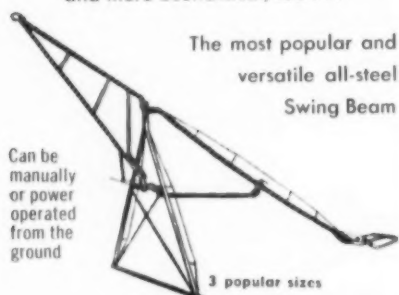
JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
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it's Safer and Faster
with **HOIST-MASTER**

and more economical, too . . .

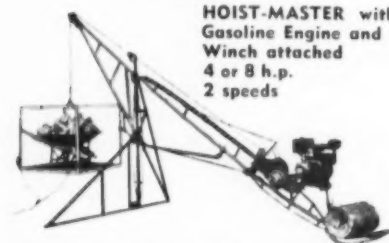


The most popular and
versatile all-steel
Swing Beam

Can be
manually
or power
operated
from the
ground

3 popular sizes

HOIST-MASTER with
Gasoline Engine and
Winch attached
4 or 8 h.p.
2 speeds



Write today for Catalog of complete
"Hoist-Master" line

Smith's Hoist & Mfg. Co.
CASSOPOLIS 3, MICHIGAN

Kinks and Short Cuts

Ladder Secured to Slanting Roof Without Use of Nailed Brace

One homeowner avoided the use of nails in securing the base of a ladder placed on a slanting roof by anchoring it as shown inside another ladder laid flat on the roof and held in place with ropes. These were run from the supporting ladder to stout boards braced against the inside of windows near by.

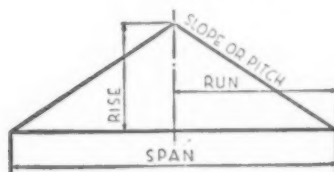


Another advantage of the arrangement is that the upright ladder can be moved along the supporting ladder as work progresses, thus eliminating the necessity of repeatedly securing the base each time the ladder is moved.

John L. Wilkin, Clifton, N.J.
Popular Mechanics

Figuring Roof Pitch

Roof pitch is expressed as a fraction or as a certain number of inches of "rise" for each foot of "run." These terms and others that are relevant are defined in the sketch shown here.



If a roof rises 8 feet and has a 24-foot span, the pitch is 8/24 or 1/3. This same roof would have a rise of 8 inches for each foot of run. The

Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durex Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City



CLASON SNOW GUARDS

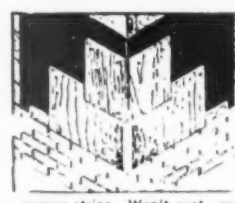
For new Slate Roofs, Spanish Tile
Roofs, Old Slate Roofs, Flat Tile
Roofs, American Method Asbestos
Shingles and French Method Asbestos
Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**
275 Canal Street, Cartier Building
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Write us for Roofers Wholesale Prices

FOR ALL SIDING



You can save
time . . . simplify
fitting
of corners
and windows
and door
frames . . .
improve appearance
and protection . . .
with **KOKO-MO-KOR-NERS**. Individual zinc
corner strips. Won't rust, need only one nail.
Fit all Asbestos Siding Shingles and Wood
Shakes.

Write for Illustrated Folder

BUGHER MFG. CO.
Formerly Double Grip Brass Clip Co.
211 SOUTH MAIN STREET, KOKOMO, IND.

pitch of the roof could be expressed in either manner.

Roof pitch should be known before roofing material is selected for a building.

Roofer Joins In Cooperative Ads For Bigger Business

Davis Roofing Co., Scranton, Pa., joined with other business firms in the Scranton area in sponsoring a "Where To Have It Done" page in a local newspaper.



**We Build and Repair
All Types of Chimneys**

We are also specialists in all kinds of sheet metal work. Have your work done before cold weather arrives.

DAVIS Roofing Company

PHONE 4-1502

See Us and Save

Above: A sample of Davis' own advertising. To it he often adds the group sponsored ad discussed in the accompanying article.

Thirty merchants in different trades participated in the cooperative advertising program which was aimed at providing residents with a permanent directory of firms that could supply needed services.

The cooperative ad was captioned: "Where To Have It Done. As Near

MORE SALES! MORE PROFITS with



**BACKED BY BIGGER & BETTER ADVERTISING
IN NATIONAL CONSUMER MAGAZINES**

CALL OR WRITE EMCO CEMENT PRODUCTS, INC.
SHAMOKIN, PA. • Telephone: Shamokin 8-6884

Money-Makers for Contractors...

"TROUBLE SAVER" EQUIPMENT

LADDER JACKS

- New, RAIL-TYPE Jack (left) is extra safe. Side rails of ladder are used for support.
- Strong, convenient ONE-MAN ladder jack (right) adjusts to any pitch on either side of the ladder.

ADJUSTABLE ROOFING BRACKET

Simple, durable... provides a safe staging at any pitch. Use for all kinds of jobs and any type roofing. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS

Can be removed without raising the shingle. Made in two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

LADDER HOOKS

This handy device pays for itself over and over. Pivot allows ladder to be placed with safety and convenience along the valley. Plate protects the roof. Weight: only 6 pounds.

Write for literature, giving complete information on all "Trouble Saver" scaffolding accessories.

**Manufacturers of
"Trouble Savers" Since 1912**

THE STEEL SCAFFOLDING COMPANY, Inc.

856 Humboldt Street

Dept. AR
Telephone: EVERgreen 3-5510

Brooklyn 22, New York

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As Your Phone—These Modern Service Firms."

Copy read: "Occasionally everyone has some work around the house and they are uncertain as to where to have it fixed. Herewith are a number of firms, names and addresses, where that little or big perplexing job may be fixed or repaired. It will be wise to file this directory so that when that job presents itself you know whom to contact."

The Davis Roofing Co. devoted its individual space to the fact that it builds and repairs all types of chimneys. "We also are specialists in all kinds of sheet metal work," the firm added.

What's New

(Continued from Page 29)

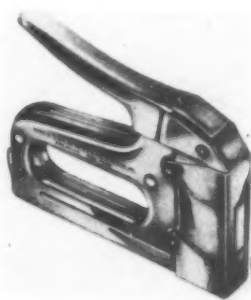
shells, making burner inspection or cleaning easy when, after long use, inspection or cleaning is necessary.

Removable melting pot is made of heavy steel. It heats fast and absorbs little heat; therefore maintains close temperature control on compound. Fitted with hinged cover and heavy steel carrying handle.

* * *

Gun Tacker

Arrow Fastener Company, Inc., has announced the new T-50 Gun Tacker that shoots heavier, longer, patented wedge-pointed high gauge carbon steel wire staples, up to 9/16" leg length.



The high-powered spring action of the T-50 works on the principle of double leverage for smooth-action and tremendous power. It is specially designed to fit the contour of the hand for comfortable use; and the 1/4" movement at extreme point with total spread of 2 1/16" affords user faster, easier tacking.

The T-50 Gun Tacker has a patented non-clogging mechanism that prevents jamming or clogging of staples. This precision locked mechanism permits only one staple at a time to be ejected from the staple track. An easy-to-get-at mechanism permits easy dismantling of working parts to remove dirt, dust, or grit for smooth efficient operation.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

ALL TYPES PONDEROSA pine moldings 1/4" x 1 1/2" cove for shake sidings, \$37.00 per M in 10 M lots. Building Specialties Co., 212 W. Kalamazoo, Lansing, Mich.

HELP WANTED

SALES MANAGER FOR old established roof and siding business. Exceptional opportunity for right man who can sell and train men to sell. Give full information as to experience and references in first letter. Inter-Mountain Roof Company, 3040 Washington Blvd., Ogden, Utah.

DEALER SALES MANAGER for national manufacturer. We have openings for two qualified salesmen who are experienced in setting up and servicing home improvement contractors and accustomed to commission earnings of over \$12,000 annually. Our products are home improvement specialties which can be sold to every home-owner. We distribute exclusively through direct selling organizations which sell and handle application of our products. Write stating full particulars as to types of products sold and territories covered. All replies held in strict confidence. Box 362, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

LARGE PRODUCER OF Asphalt Shingles Roofing and Allied Products requires the services of several producing salesmen for Eastern Southern and Midwestern territories. Splendid opportunity and attractive proposition for the right men. Give full information as to qualifications and experience in first letter. Ford Roofing Products Co., 188 W. Randolph St., Chicago 1, Illinois.

MISCELLANEOUS

MANUFACTURING COMPANY MAKING 15 lb. and 30 lb. Asphalt Felt would like to expand and produce smooth surface and slate roofing. Would like to consult man with experience who could draw up plans and advise re installation of machinery. Reply to Box 360, American Roofer and Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

"Buy from Frey"

TOOLS
FOR THE ROOFER

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings
in the Asbestos Industry.
Given facts about Asbestos, technical
developments.
\$2.00 per year in the U.S.A.; \$3.00
in other countries.

"ASBESTOS"
808 Western Saving Fund Bldg.
Philadelphia 7, Pa.



*Sensationally New!
Amazingly Beautiful!*

IT'S
PLASTIC

INSELSYDE

Another INSELBRIC Product

↑ PLASTIC FACE
ALUMINIZED BACK



**HERE'S THE SIDING
THAT SELLS ON SIGHT!**

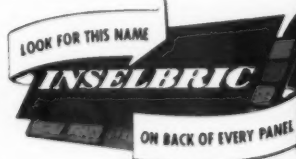
- ★ Superlative beauty
- ★ Gleaming White
or Warm Gray
- ★ Completely Engineered
Siding Job
- ★ Reversible Panels
- ★ Aluminum Trim
and Corners

DIRT AND GRIME CAN'T PENETRATE THE BAKED CERAMIC FACE

Dealers! Distributors! Here's the greatest money-making natural the industry has ever seen — an insulating siding that has everything — including Plastic and Aluminum! To show it is to sell it! It's now ready to make money for you! Choice territories available!

Complete sales promotion kit includes 3 color Presentation Book — full color Brochures — Mat Service — Inquiry Cards — and Letterheads. And they're all available at no cost to you! Get going with Inselsyde — it's another great Inselbric product!

See us at NERSICA
Booth 74 — Hotel Statler, N. Y. Write, Wire or Phone for complete details
Feb. 16-17-18



JONES & BROWN, INC.
PITTSBURGH, PA

JONES & BROWN, INC.
739 Sixth Ave., Pittsburgh 19, Pa.

AR-253

Please rush me the details on Plastic INSELSYDE
I am interested in becoming a Dealer ☐ Distributor ☐

Company Name _____

Address _____

City _____ State _____

Your Name _____

MAIZEWOOD

ROOF INSULATION

is solid up to one inch thick

NOT LAMINATED



Here is a real roofing board with high insulating efficiency. Made from flax fibre, the $\frac{1}{2}$ ", $\frac{3}{4}$ " and 1" thick boards are solid through and through — no laminations — it is compression resistant. Light in weight, easy to handle and apply, Maizewood Insulation is available in regular asphalt coated, asphalt impregnated, or both asphalt coated and impregnated sheets in car or truck load or in smaller quantities.

WRITE FOR DETAILS AND PRICES

Maizewood Insulation meets Federal Specification LLL-F-321b for government projects. Union made by employees of the United Brotherhood of Carpenters and Joiners, AFL.

TABLE OF SIZES

| SIZE | THICKNESS |
|-----------|------------------|
| 24" x 50" | $\frac{1}{2}$ " |
| 24" x 50" | $\frac{3}{4}$ " |
| 24" x 50" | 1" |
| 24" x 50" | $1\frac{1}{2}$ " |
| 24" x 50" | 2" |

MAIZEWOOD INSULATION COMPANY
DUBUQUE, IOWA

